

**CERTIFICATE OF MAILING UNDER 37 C.F.R. §1.8**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, P. O. Box 1450, Alexandria, VA 22313-1450, on the below date:  
 Date: May 18, 2004 Name: James P. Naughton Signature: James P. Naughton

**BRINKS  
HOFFER  
GILSON  
& LIONE**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Inventor: Charles McElfresh  
 Appln. No.: 09/285,929  
 Filed: April 2, 1999  
 For: **METHOD AND SYSTEM FOR OPTIMUM  
PLACEMENT OF ADVERTISEMENTS  
ON A WEB PAGE**

Examiner: Stephen Hong

Art Unit: 2178

**RECEIVED**

MAY 24 2004

Technology Center 2100

Attorney Docket No: 9623/418

Commissioner for Patents  
 P. O. Box 1450  
 Alexandria, VA 22313-1450  
 Sir:

**TRANSMITTAL**

**Attached is/are:**

- ☒ Transmittal Letter (1 page); Check for \$180.00, Fourth Supplemental Information Disclosure Statement (3 pages); PTO 1449 (1 page) and copies of cited references E1-E10.
- ☒ Return Receipt Postcard with sufficient postage.

**Fee calculation:**

- ☐ No additional fee is required.
- ☐ An extension fee in an amount of \$\_\_\_\_\_ for a \_\_\_\_\_-month extension of time under 37 C.F.R. § 1.136(a).
- ☐ An additional filing fee has been calculated as shown below:

					Small Entity			Not a Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	or	Rate	Add'l Fee
Total		Minus			x \$9=			x \$18=	
Indep.		Minus			x 43=			x \$86=	
First Presentation of Multiple Dep. Claim					+\$145=			+\$290=	
					Total	\$		Total	\$

**Fee payment:**

- ☒ A check in the amount of \$180.00 to cover the above-identified fee(s) is enclosed.
- ☐ Please charge Deposit Account No. 23-1925 in the amount of \$\_\_\_\_\_. A copy of this Transmittal is enclosed for this purpose.
- ☒ The Director is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this paper (including any extension fee required to ensure that this paper is timely filed), or to credit any overpayment, to Deposit Account No. 23-1925.

Respectfully submitted,

Date

5/18/04

James P. Naughton  
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